

Exhibit 75 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00763)

[PORTIONS REDACTED]

From: Roger Davidson
Sent: Friday, January 12, 2007 12:02 AM
To: Greg Mays
Subject: FW: PME Competitive Intrusion Strategy
Greg:

Fyi. Whole Foods is going to see a new Wild Oats in our response at Portland.

Roger

From: Christopher Depetris
Sent: Thursday, January 11, 2007 9:02 AM
To: PME Natural Living Manager; Nicole Paquette; Laura Coblentz; Ben Nooney; Allison Finley
Cc: PME Store Director; Roger Davidson; Steve Davis; Chris Chiarella; Roxanne Brodheim; David Trudell; Sam Martin
Subject: PME Competitive Intrusion Strategy

Hello,

Below is the outline of the actions we will take with supplements to defend the competitive intrusion of Whole Foods new store on our Portland Maine store:

Produce and run additional external ads with [REDACTED]
[REDACTED]

Schedule some special events - demos, speakers, etc. [REDACTED]
[REDACTED]

Send in free samples - goal [REDACTED]

Determine if we can schedule bone density and cholesterol screenings -- we could advertise this in the ads and it would definitely drive some traffic

Also remember that for March we have scheduled several strong BOGOs that Whole Foods [REDACTED]

Nichole,

Please run me a top [REDACTED] sales report with dollars and turns, [REDACTED] months data. Start contacting the vendors regarding the sample packets - [REDACTED] The Whole Foods Opens on 2/14 so need samples before then and send to attention of the dept. manager - Joan. Also copy Joan on your correspondence with the vendors.

Please let me know if you have any questions.

Regards,
Chris

Christopher M. DePetris, MBA
National Category Manager - Dietary Supplements
Wild Oats, Henry's & Sun Harvest
One Vision, One Voice, One Team

Wild Oats Markets, Inc.

Redacted

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